GTM Status — 2025-10-11

**Risk: YELLOW**

# Snapshot

\*\*Risk:\*\* YELLOW

\*\*Tasks:\*\* 16 total • \*\*Done:\*\* 0 (0%)

\*\*Overdue:\*\* 0 • \*\*Due today:\*\* 0 • \*\*Next 3 days:\*\* 4 • \*\*Next 7 days:\*\* 2

\*\*Undated:\*\* 0 • \*\*Unowned:\*\* 0

# Upcoming Milestones

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Milestone | Owner | Status |
| 2025-10-14 | Content & research checkpoint | Emmanuel Ngabire | Not started |
| 2025-10-17 | Beta wrap & testimonials captured | Emmanuel Ngabire | Not started |
| 2025-10-19 | Pricing lock & ROI calculator live | Emmanuel Ngabire | Not started |
| 2025-10-22 | Go/No-Go readiness | Emmanuel Ngabire | Not started |
| 2025-10-24 | Launch day | Emmanuel Ngabire | Not started |

# Overdue

None

# Due Today

None

# Due in Next 3 Days

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Phase | Task | Owner | Status |
| 2025-10-14 | 0) GTM spine | Define problem/outcomes | Emmanuel Ngabire | Not started |
| 2025-10-14 | 1) Research | Customer discovery (5–8 quick calls) | Emmanuel Ngabire | Not started |
| 2025-10-14 | 1) Research | Competitive mapping (lite) | Emmanuel Ngabire | Not started |
| 2025-10-14 | 4) Narrative | Messaging hierarchy | Emmanuel Ngabire | Not started |

# Due in Days 4–7

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Phase | Task | Owner | Status |
| 2025-10-17 | 2) Product | Beta sanity check | Emmanuel Ngabire | Not started |
| 2025-10-17 | 2) Product | Telemetry essentials | Emmanuel Ngabire | Not started |

# Undated Tasks

None

# Unowned Tasks

None